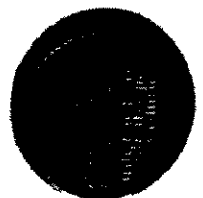


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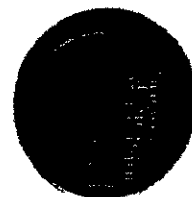
GAME

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What are Approved Sales Aides?

- Core Visual Aid
- Clinical Sell Sheet
- Slim Jim
- Clinical Reprint
- Patient Education Materials
- Reminder Items
- Package Insert (offered to the HCP at conclusion of the discussion)



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Why use Approved Sales Aids?

“Three promotional tools lead predictably to effective interactions: core visual aids, reprints, and patient education materials.

Using just one of these, *doubles* a representative’s chance of having an effective interaction.”

Source: Health Strategies Group, Inc., “Pharma SFE Executive Summary Prepared for AstraZeneca by David Rees and Rayna Herman,” (Health Strategies Group, Inc., June 28, 2002, MS POWERPoint) 25.

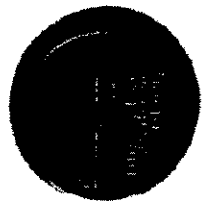


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Why is it important to show a Sales Aid?

- The use of visual aids allows the physician or prescriber to involve more senses other than auditory senses to help the message resound.
- The CVA or other sales aid containing the core promotional message must be used in every sales call.



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Using Approved Sales Aids

- Use proper etiquette and technique
- Use of aid should be focused and relevant to the Uncovered Need
- Reinforce core promotional message
- Present safety information appropriate to the experience of the HCP
- Never highlight or underline
- Fully memorize



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When do you use Approved sales Aids?

- To Open the call
- To Handle an Objection
- To satisfy request for information
- To support the Core Promotional Message

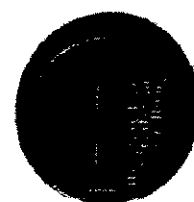


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Activity

Using Approved Sales Aids & Linking Features to Benefits



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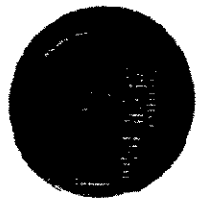
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Encourage Buying Signals through Trial Closing

What are Buying Signals?

Verbal and Non-verbal cues that tell us where the customer is in the buying process—positive, negative, speed up, or slow down.

Examples?



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Encourage Buying Signals through Trial Closing

What is a Trial Close?

A Trial Close is a question that gauges the customer's understanding and readiness to buy

Examples?



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What are Objections?

An Objection is a statement or question by the customer that expresses skepticism, indifference, or misconception about your product or its ability to meet the customer's need.



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What are the steps to Handle Objections?

- Clarify
- Respond
- Confirm
- Transition



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Handling Objections

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Activity

Putting it all Together

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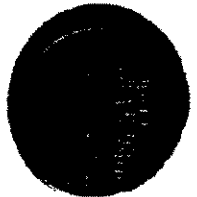
95



Key Learnings

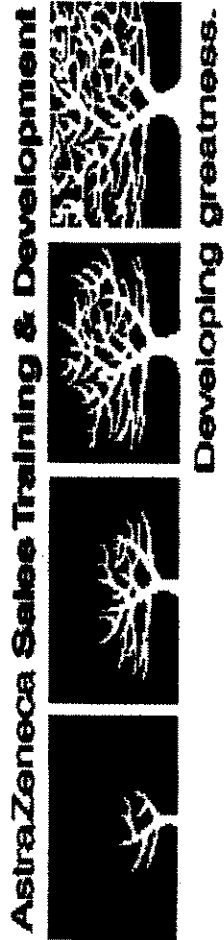
You should now be able to to:

- Apply the key components of “Selling to the Need” by Promoting Dynamic Dialogue, Active Listening, Probing, and Handling Objections with the customer
- Link Features to Benefits
- Use Approved Sales Aids to support sales message during the call



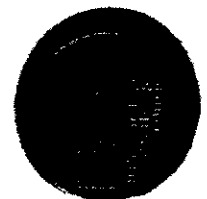
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Interactive Solution Selling Sales Internship

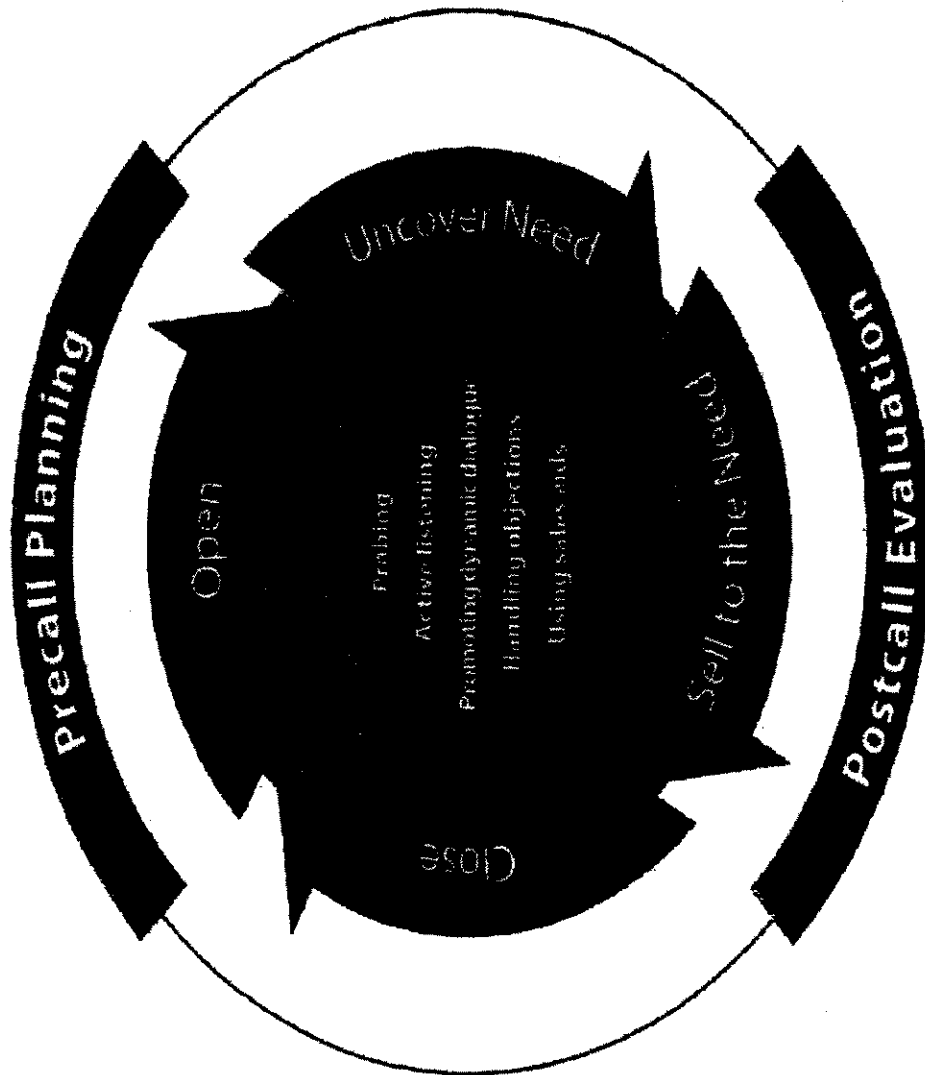
CLOSE



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AstraZeneca

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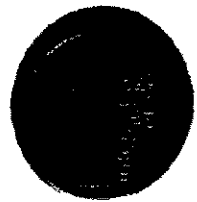
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Workshop Objectives

At the end of this workshop, the participant will be able to:

- Identify the components of the Close
- Apply key skills to execute a well-timed & well-stated question to garner business



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Why is closing important?

If you don't ASK,
then you don't GET!

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Activity

Change your Appearance

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